

The Stock in the Toy Dept.

HALF PRICE

Toys, books, Christmas stockings, novelties, Christmas decorations and other lines of Christmas merchandise around the store have been assembled in the Toy Dept. for quick clearance at exactly one half the regular price. Jasper Ave., HBC



Other Branches at Winnipeg, Yorkton, Brandon, Calgary, Lethbridge, Nelson, Vernon, Kamloops, Vancouver and Victoria.

Friday at 9 a.m. We Commence the January Clearance Sale Offering Wanted Winter Merchandise of HBC Quality at Positive and Emphatic Reductions—Read!

One- and Two-Pant Suits for Men

29.50

—100 suits in the lot, selected from our regular stock and reduced for the January Clearance. Many different styles of mark patterns, tailored to fit and give the HBC standard of satisfaction. Many different models. Sizes 32 to 44.



Men's Winter Overcoats

16.50

—A splendid chance to buy yourself a new overcoat to finish out this winter or start off next winter. Every coat is fully lined and reduced in price.

Warm, blanket cloths in different colors and patterns. Smart ulster models. Good quality linings. Sizes collectively 34 to 44.

Two-Pants Suits for Men

19.50

—20 only in this lot so it would be well to be here early Friday morning. Imported all wool tweeds, mostly grey shade in conservative 2-button model that fits so well and retains its shape. Good quality linings. Sizes 36 to 42.

Main Floor, HBC

Men's Fine Shirts 1.95

—Mostly Forsyth's make that sold regularly at 2.50, \$3 and \$3.50 each. Every shirt has a splendid collar; some have two collars to match. A splendid assortment of colors and patterns from which to choose. A good opportunity to buy shirts at a bargain price. Sizes in the lot, 14 to 17.

1200 Pairs Men's Sox

Pair 50c

The remainder of our 50c and \$1 socks included in this January Clearance. Many different kinds and weights. Assorted patterns and colors. Every pair with split heels and toes. Sizes in the lot 9 1/2 to 11 1/2.

Men's Motor Gauntlets

HALF PRICE

Regular \$3. Pair 1.50

—Penman's make. Chocolate color capeskin. Soft, small gauntlet style that slips up under the coat sleeve. Perfect goods. Assorted sizes.

1000 Men's Handkerchiefs at Half Price

—Plain and fancy handkerchiefs — some slightly counter soiled.

—Regular 25¢ for 12 1/2¢ — Regular 50¢ for 25¢.

(The biggest quantity at — Regular \$1 for 50¢. this price).

Clearance Prices on Men's Ties

—The odds from our regular stock priced for quick selling. Many different colors and patterns.

—Regular 50¢ for 25¢ — Regular \$3. 35¢ and \$4.

—Regular 1.50 for 75¢ — \$1 for 50¢.

Men's Christmas Tie and Handkerchief Sets and Suspender Sets at Half Price

—Regular 75¢ for 37 1/2¢ — Regular \$2 for \$1.

—Regular \$1 for 50¢ — Regular 2.50 for 1.25.

—Assorted kinds and colors. All perfect goods.

Main Floor, HBC

200 Boys' Sweaters at

Each 1.35

—A discontinued line from regular stock that sold at 2.25 each. V-neck pullover style. Wool yarns in fancy patterns that boys like. Different colors. Regent make. Perfect goods. Sizes 22 to 32.

54 Boys' Juvenile Suits

HALF PRICE

—Regular 2.98. Sale Price

1.48

—Regular 3.58. Sale price

1.75

—Regular 4.18. Sale price

2.39

—Regular 85. Sale price

4.25

—Complete clearance of our boys' Juvenile Suits to fit ages 2 to 6 years. Oliver Twist and Middy Style. Plain and fancy fabrics.

119 Boys' Shirts and Blouses. Each 50¢

—Odds from our regular stock that sold regularly at \$1 and 1.25 each. Assorted sizes in different styles.

—240 Boys' Caps at 50¢

—Tweed Caps, knitted toques and Eagle Caps in this. A bargain priced for quick selling.

50 Pairs Boys' Knickers. Pair 51

—Good quality twills in grey and brown. Well Lined throughout. Sizes to fit boys of 4 to 12

Jasper Ave., HBC

Main Floor, HBC



Fine Note Paper

2 Pkgs 15¢

—Regular 36 packages of note paper. Good quality and several shades. The packages are slightly soiled.

Ideal Stencil Pad 20¢

—A regular 36 page book for small boys and girls with water color paints, stencils and brush.

Children's Water Color

Paints 15¢

—Embossed metal boxes, 10 solid colors and brush. 20¢ value.

24 Only, Desk Sets, Each \$1

You will realize the unusual value of this desk set when you see the fine quality fittings used in attractive boxes. Colors of green, red and black.

Place Card Holders 25¢

—6 painted card holders in box. 24 boxes only.

139 Boxes Stationery

Each 5¢

—Regular 78¢ and \$8¢ boxes. Long flat styles with quill or pen and some plain styles. Plain variety of colors.

Main Floor, HBC

Remedies and Toiletries

Priced for the January Clearance



—Eureka Powders

Regular size, 5 pds.

25¢

—Viral 1.09

—Lung 1.09

—Lung & Lungs 1.7c

—Woodward's Grippe Water

—Extract of White Honeysuckle 40¢

—Mum's Detergent 29¢

—Mer. Tooth Paste, Regular size, Each 28¢

—Kolynos Tooth Paste, Small size, Each 39¢

—Absorbent Cotton, sterilized 4¢

—Bandages, 2 inch by 7 yds.

—27¢

—Bands, 1/2 inch by 7 yds.

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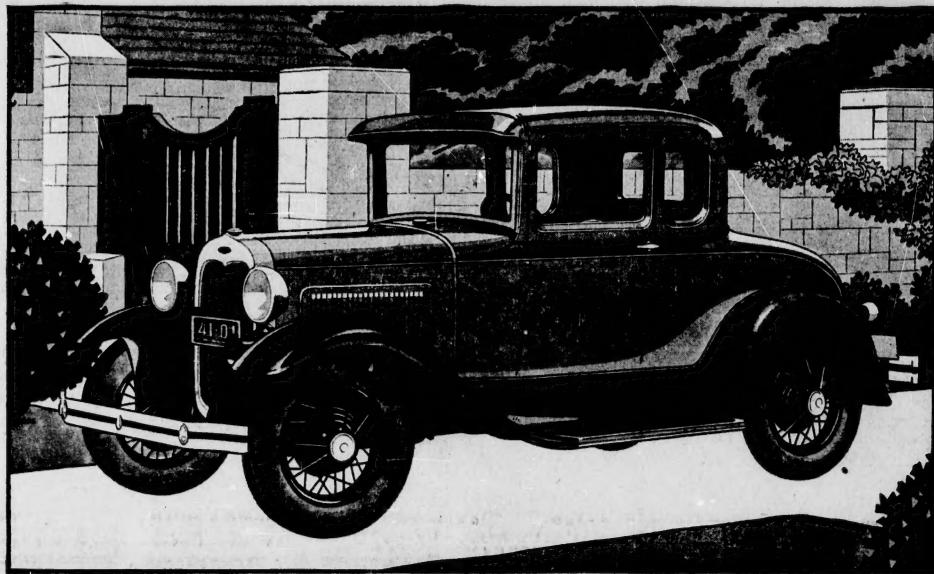
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New Beauty

FOR THE NEW FORD



THE NEW FORD COUPE

Flowing grace of line gives style and distinction to new, roomy Ford bodies. Now on display at dealers' showrooms

THE NEW FORD CARS, shown last Tuesday for the first time, have been enthusiastically received throughout the country. Everywhere it is realized that now, more than ever, the new Ford is a "value far above the price."

One of the distinguishing features of the new Ford bodies is the carefully planned harmony of every detail of design. From the new deep radiator to the tip of the curving rear fender there is an unbroken sweep of line—a flowing grace of contour heretofore thought possible only in an expensive automobile.

LOOKING at the new Ford you are impressed instantly by its smart style and compact, substantial sturdiness. For there is about it a certain character or personality which sets it apart and gives it a fresh and lasting beauty. You will take a real pride in this beauty just as you find a real thrill in the alert, capable performance of the car.

All of the new Ford bodies are finished in a variety of colors, with new striping and new streamline moulding. Interiors have more leg room. Closed cars have adjustable front seats. The smaller wheels, with larger tires, bring the car closer to the road, with a consequent gain in riding comfort and safety.

An additional feature of importance is the Rustless Steel used for the radiator shell, head lamps, hub caps, cowl finish strip and tail lamp.

This Rustless Steel will retain its bright, gleaming luster throughout the life of the car. It will not corrode, rust or tarnish in any kind of weather. Its brilliance is permanent. There is no plate to wear off, crack or scale, for it is the same bright metal all the way through.

The use of this Rustless Steel on the new Ford is a reflection of the enduring quality that has been built into every part of the car.

AT today's low prices the new Ford is unquestionably an outstanding value. Check it over feature by feature and you will see that it brings you everything you want or need in a modern automobile:—beauty of line and color . . . safety . . . comfort . . . speed . . . power . . . quick acceleration . . . ease of control . . . economy of operation . . . low up-keep cost . . . typical Ford reliability and long life.

NOTE THESE LOW PRICES

Roadster . . .	\$540
Phaeton . . .	\$550
Coupe . . .	\$620
Three-window Fordor Sedan . . .	\$775
Cabriolet . . .	\$790
<i>(F. O. B. East Windsor, Ontario. Taxes extra)</i>	
FORD MOTOR COMPANY OF CANADA, Limited	

40c Luncheon

11:30 to 1:45

Pork Tenderloin
Fried Eggs
Mashed Potatoes and Gravy
Tea
Milk
We Serve You

EATON'S FRIDAY BARGAIN NEWS

PHONE 9120

Daily Store Hours: 9 a.m. to 6 p.m.

PHONE 9120

These economies are given counter-front showing Friday — presenting many price prizes to the enterprising early shopper.

A Bargain Day in the January Sale That Brings Unusual Opportunities

Electric Polisher, Wax and Mop

No kneeling, no backache. Economy in power consumption. John's floor polisher is unique — to give years of service. Operates on 110 volt motor. Complete with mop and bucket of water. Regular \$35.00.

JANUARY SALE



\$22.50

Reg. \$35.00

JANUARY SALE

Reg. \$35.00